

National Convention Aug. 20-22

Theta Sigmas Will See "Fashionations"

One hundred and fifty visiting newspaper women and college journalists will present the Los Angeles audience at Fashionations, to be presented Aug. 19 at Universal Studios by the Los Angeles Professional Chapter of Theta Sigma Phi. In Los Angeles to attend the 32nd national convention of Theta Sigma Phi at the Ambassador Hotel Aug. 20-22, souvenir program, and they will be received at the new Baccara rose, which will be introduced to Southern Hunter, producer and San-California as the feature of the picture, "I'd Rather Be Rich," which is the theme of Association is providing for the fashion benefit. Fifty-two California designers will show original creations designed exclusively for Fashionations, as well as Joe Moshay's orchestra will play.



LOCAL TEACHER ASSISTS... Mrs. Virginia Lindsey, Torrance High School journalism teacher, left, is among those planning for the 32nd annual convention of Theta Sigma Phi, journalism honoray, at the Ambassador Aug. 20-22. With her are Sandra Dee, center, star of "I'd Rather Be Rich," and Pat Penney, convention chairman. They are on a tram at Universal Studios, which will carry guests from the parking lot to the outdoor park for the 50-designer show "Fashionations."

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Florida Guest
Guest of honor at a dinner party at Smith Bros. Indian Village Restaurant was Mrs. Michael Roman, who is visiting here from Miami Shores, Fla., and was celebrating her birthday. Well-wishers included her sister, Mrs. Lamar J. Vieau of Palos Verdes Estates, Mrs. Ada Cowan of Miami, Fla., and Mr. and Mrs. Robert C. Mackichan.

Dinner, Theater Marks Birthday

Dinner at the Pen & Quill restaurant followed by attending "Sound of Music" in Santa Monica on July 16, celebrated the 13th birthday of Michael Rankin. He was guest of his parents Mr. and Mrs. Richard Rankin for the birthday celebration.

Family Vacation

Mr. and Mrs. William Brase and daughters, Sheila and Loretta, and Mrs. Belva Brase have returned from a three weeks trip, on which they visited friends and relatives in Colorado, Ohio, Illinois and Indiana.

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|---|---|--|

You Must Present This Ad for Specials

NOTICE REGARDING TELEPHONE CHARGES

A portion of the telephone charges you now pay may be subject to refund if a decision of the California Public Utilities Commission is sustained on Court review. The operative effect of this decision is now stayed pending Court review and no refunds will be made at this time. During the period of the stay the Company will maintain the necessary records to make refunds possible for services billed to your home or business.

However, in order for you to make claims for refunds on Long Distance calls paid for at coin box telephones or at hotels or motels, it will be necessary for you to maintain a personal record of such calls. Calls subject to possible refund are the following calls between points within the State of California:

- Daytime station-to-station calls (between 4:30 a.m. and 6 p.m.) costing 70¢ or more for the initial period.
- Night and Sunday station-to-station calls (from 6 p.m. to 4:30 a.m.) costing 60¢ or more for the initial period.
- Person-to-person calls costing 45¢ or more for the initial period.

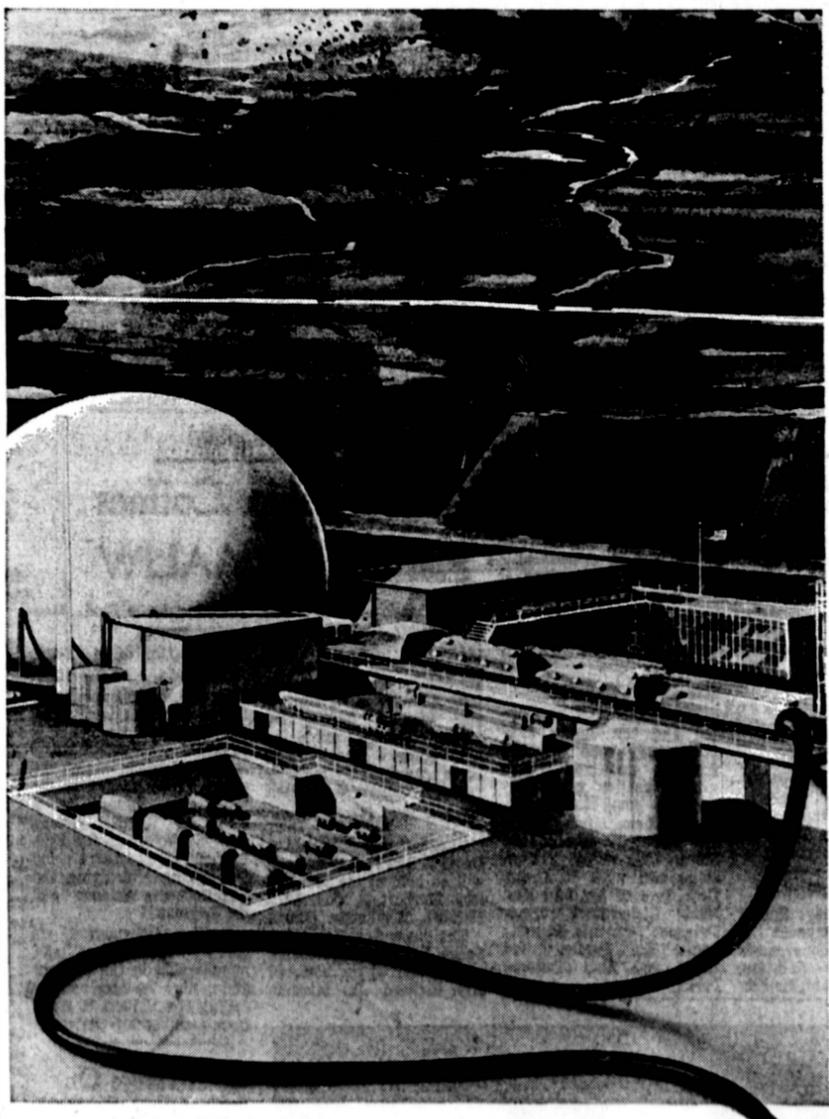
In most cases the amount of refund would be 5¢ or 10¢ for the initial period, with additional amounts applying to certain overtime charges.

Records you keep for coin box, hotel and motel calls to points within the State of California should include:

1. Telephone number from which you made the call, including the Area Code.
2. Telephone number you called, including the Area Code.
3. Date and time of day.
4. Whether the call was station-to-station or person-to-person.
5. Amount paid for the call.
6. Name of hotel or motel, where involved.

The method of making refunds for calls from coin box telephones and from telephones in hotel and motel rooms, if refunds become due, will be specified in public notices.

We appreciate your understanding.



Atomic Power: just plug it in

The big news of Southern California Edison's plans for an \$87 million nuclear power plant at Camp Pendleton (see above) seemed to bring the all-electric future a giant step closer. Early in 1967 several hundred thousand Edison customers in the Southland will be "plugged in" on low-cost atom-produced electricity. It's yet another important gain in the continuing drive of the investor-owned electric companies to keep well ahead of America's needs for abundant power at the lowest possible cost. Like to know what's new for you in the atom? Please read right.

Answers to key questions about the investor-owned electric utility industry and the all-electric future

WHAT'S IN THE ATOM FOR ME? Plenty. The mighty atom is one of today's most promising sources of the low-cost power that will make your future brighter, better, safer, more productive and much more pleasant.

WHO WAS FIRST? Edison was the first electric company in America to produce electricity commercially with a atomic power from a non-military reactor.

It might surprise you to know that since way back in 1957 Edison has actually been producing power with the help of the atom at its Santa Susana experimental generating plant! So it's an eye-opening fact that some Southern California homes have already been popping toast, cooking the roast, and heating the house with clean, flameless atom-produced electricity.

The investor-owned electric companies like Edison have been moving steadily ahead with plans and plants to produce electricity with the help of nuclear fission.

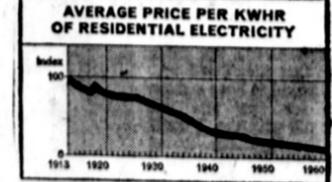


This map shows the location of 25 projects involving 125 of the nation's investor-owned light and power companies.

WHY IS EDISON CONCENTRATING ON THE ATOM? The main reason Edison and other investor-owned electric companies are so interested in the atom is that it holds the promise of almost limitless low-cost electric power.

Another reason for concentrating on the little atom is this: While America has abundant supplies of fossil fuels now (coal, oil, gas) to use in electric generating plants, these fuels are not inexhaustible, and eventually will have to be replaced.

And while we are talking about the never-ending search for sources of low-cost power, let's take a look at how well the investor-owned industry has been doing at keeping down the costs of electricity.



Through increased efficiencies, and the wide acceptance of electric living, the electric utility companies have been able to keep the cost of electricity trending downward! The chart above shows the average (national) price per kilowatt-hour of electricity for residential customers from 1913 to 1960.

Here in Central and Southern California, the record has been outstanding. The average cost of a kilowatt-hour of electricity to Edison residential customers is 28% lower today than it was in 1939.

